

NEW PRODUCT LAUNCH SHEET

Region: **EU**

Brand Name: **GAULOISES BLONDES LEGERES**

Launch Date: **12/1/1996**

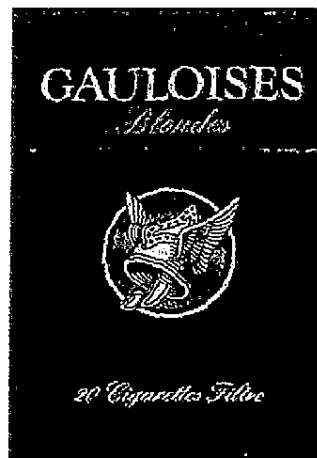
Country: **BELGIUM**

Type of Launch: **LINE EXTENSION**

*Europe France, Switzerland,
Germany
Netherlands*

Trademark Owner: **SEITA**

Kind of Pack: **FLIP TOP BOX**
Filter: **SINGLE FILTER**
Special Flavor: **NO SPECIAL FLAVOR**
Style: **BLENDED**
Length: **KING SIZE**
Delivery Category: **LIGHTS**
Circumference: **STANDARD**
Stick Count: **10**



Retail Price: **BEF 55**

PMI Price Class: **POPULAR**

Remarks: **French 20's pack is shown to illustrate packaging graphics.**